

September 2002

If Rumors Were Horses

Katina Strauch

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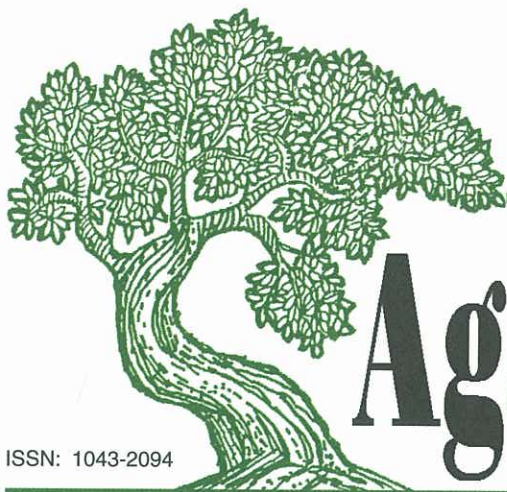
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Against the Grain

c/o Katina Strauch
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REFERENCE PUBLISHING ISSUE

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Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

Would You Like Print With That? — Will Electronic Reference Packages Supplant Print?

by **Frances C. Wilkinson** (The University of New Mexico; Phone: 505-277-4241; Fax: 505-277-7196) <fwilkins@unm.edu> and **Linda Lewis** (The University of New Mexico; Phone: 505-277-7828; Fax: 505-277-4446) <llewis@unm.edu>



This keynote column began in the Reference Publishing Issue of *Against the Grain* in 1997. Over the years the authors have asked librarians and sometimes students and/or publishers a variety of questions of current interest such as: what percentage of reference publishing is electronic vs. print, can you afford both, how do you decide which format to buy, what are the advantages of print vs. electronic, which do you prefer and why, which do your patrons prefer and why, how do you link to e-products, do you keep usage statistics, what are the future trends in reference publishing, and is print being abandoned?

The authors of this column thought that it would be interesting to look back over the last five years to discover how things have stayed the same and how have they changed in an age of information explosion.

Indeed, some areas have stayed the same. Concerns over price increases and inadequate budgets have not only caught the attention of the librarians participating in these columns, but librarians have bemoaned these concerns since at least 1927 when they were reported in *College and University Library Problems*. The other constant is the concern about keeping up with changes in technology. When this column began, the Internet was in its very early childhood and CD-ROMs were still considered an important format. Technology changes so quickly that computers that were state-of-the-art when they were ordered are outdated by the time they arrive in the library. No one knows with certainty what tomorrow's technology holds, although it is the job of librarians to make their best guess.

So, what has changed? Five years ago the question seemed to be "Do we want it in elec-

tronic format in addition to print?" Now the question seems to be "Do we want it in print in addition to electronic format?" Another change is the national drop in reference questions. Patrons are not coming to the reference desk as they used to. Now they are often dialing in to locate reference materials — sometimes in the building from their own laptops! User attitudes have also changed in the last five years. Librarians used to worry that patrons would not use the reference resource in electronic format. Now many students will not use the print format even when the electronic format is down and cannot be accessed.

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If Rumors Were Horses

Well ... it's been a long, hot summer here in Charleston. But that hasn't kept a lot of things from happening!

First and foremost, **Adam Chesler** (Director of Library Relations, Kluwer Academic Publishers) <adam.chesler@wkap.com> and **Marla Whitney** (of the Edgerton, OH Whitneys), and formerly of **CARL**, **Faxon**, **CARL**, **Rowecom/divine**, and **OCLC** are getting married! **Marla's** currently seeking to put her MLS back to work in the Boston area. She and **Adam** haven't set a wedding date yet, but **Marla** sold her house in June (it was in Denver) and moved to Boston after **NASIG**. And, guess what? Their first meeting was at the **Charleston Conference** last year, though **Adam** says he was somewhat distracted by his impending appearance on the "weakest link" panel (which he'll be

appearing in again this year!). Pretty exciting!

More news! **Chris Beckett** <chris@chrisbeckett.com> (once Vice President of Library Services for **Ingenta**) resigned on July 8th to establish **Chris Beckett Associates Ltd.** **CBA**, which opened for business on September 1, is an independent management consultancy offering scholarly publishers, and other industry organizations, advice and research focused on business strategy, business and product development, and sales and marketing. Here's the contact info: **Chris Beckett**, Principal, **Chris Beckett Associates Ltd.**, Box Cottage, Tyte End, Great Rollright, Chipping Norton. Oxfordshire OX7 5RU United Kingdom. Telephone and fax: +44 (0) 1608 730700. Mobile/Cell phone: +44 (0) 7711 849708. Coming soon: <http://www.chrisbeckett.com>.

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Letters to the Editor

Send letters to <strauchk@earthlink.net>, phone or fax 843-723-3536, or snail mail: *Against the Grain*, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the ATG Homepage at <<http://www.against-the-grain.com>>.

Dear Editor:

Thank you, guest editors **Rick Lugg** and **Ruth Fischer**, and all the contributors for an informative June issue about virtual approval plans and the changes in book selection due to technology, the Web, and continuous developments in the industry. I would like to note, however, while **Blackwells** pioneered the capture of Table of Contents data in the mid-1990's, **Majors Scientific Books** offered the same service to its health science library customers in the mid-1990's as well. **Majors** introduced the idea of being able to edit approval plan selections online in the late 80's, creating a foundation for their virtual approval plan now available through their Website (www.majors.com). It is my understanding that **Majors** is experiencing a miniscule return rate which would indicate that their virtual approval plan process works well. **Majors' Table of Contents** online database (**TACO-Line®**) is accessed by a small "taco" icon located under the title on its Website.

Future enhancements to any distributor's virtual approval plan will be determined in large part by the questions posed by **Stephen Pugh** (p.34) regarding cost-effectiveness, timeliness, viability and usefulness. However, once a basic virtual approval plan foundation is built, enhancements could easily follow, such as adding links to other formats and to other titles by the same author. Needless to say, publishers are the ones to determine accessibility to both chapters and full text, in particular prior to publication. (In some cases chapter information is already available at majors.com.) **Majors** plans to add new services and products in the near future, and information about them will be available on **Majors' Website**.

Sincerely,

Anne K. Robichaux

(Prof. Emerita, Medical University of South Carolina; Consultant, Majors Scientific Books, Inc.)
<AWKR772@Charleston.net>

Dear Editor:

I was surprised by puzzling omissions in **Bob Nardini's** current article about **Cornell's** collaboration with its ILS vendor, **Endeavor**, on the latter's **ENCompass** product. Given that **Mr. Nardini**, my former mentor and esteemed colleague, represents the vendor point of view (admirably and with aplomb, and always with insights into the library side of things, too), it was astonishing for this reader to find nothing about the ILS vendor's ideas

or opinions about said partnership. Did **Mr. Nardini** not interview the vendor? Did the vendor not want to be interviewed? This, in and of itself, would be interesting. Further, the mention of the faculty member asked to leave the discussion was particularly piquant and of great potential interest to **ATG's** audience. I am guessing this was **Dr. Van de Sompel**, or one of his associates, **Mr. SFX Himself**. Most, if not all of **ATG's** readership probably associate **SFX** with **Ex Libris, Endeavor's** competitor.

Wouldn't the issues around this twist be a great read in a publication whose name is, after all, "Against the Grain"???

Dena J. Schoen

(Harrassowitz; Phone: 800-348-6886;
Fax: 800-574-5732)
<dtschoen@ottosvc.com>

From Bob Nardini — Dear Editor:

My thanks to **Dena** for providing a chance to learn a bit more about high-stakes campus research, a setting not unknown, these days, to some librarians. Among the people imagining and creating new online worlds for the rest of us to inhabit, no surprise that some such researchers can be found in the Computer Science department at **Cornell**. When librarians at **Cornell**, or at any research university, are likewise attempting to translate one of these futuristic visions into something that will actually work, today or maybe tomorrow, it will happen that people representing competing visions-and perhaps linked to competing commercial interests-occasionally find themselves in the same meeting, and so act out an instant case study in how a university's ideal of free exchange of information might collide with the need to protect information that is proprietary.

I only wish I could offer a story as "piquant" as it might well have been, with **Herbert Van de Sompel**, creator of **SFX** dynamic linking, storming from the library to burn away his anger with a long, brooding walk above one of the spectacular gorges which cut through the **Cornell** campus.

But I can't. In fact I learned it was not **Van de Sompel** at all, or anyone working directly with him, who left the room when **Endeavor** came calling. The real story is in effect the same one, though, since it was a Computer Science department researcher involved with a different competing technology, not with **SFX** (competing, that is, with **Endeavor** development), who was asked to leave. In the interest of accuracy, while at the expense of drama, I'm bound

to report also that when leaving the room, he left in all politeness.

A denouement: **Herbert Van de Sompel**, while not the man who left the room, has left **Cornell** altogether, after a short stay of some 18 months; again, not unusual in this high-stakes world. The man who did leave the room later left the Computer Science department too. He now works for the library, in fact, and can stay for all the meetings.

Dena is quite correct that I emphasized the library role in the joint development of **EnCompass**, at the expense of **Endeavor's** role. Although I did in fact speak to **Endeavor**, and might certainly have said more from that perspective, I chose to highlight the library end of the relationship. That was because the benefits and costs to **Endeavor** seemed straightforward enough-clearly benefits for the most part, a core of crack testers and better marketing than could be bought. The library's position seemed to me the more interesting, because it was the more ambiguous. Nothing proves that more effectively, I think, than the incident that didn't happen, but that might have happened, when **Herbert Van de Sompel** was asked to leave the room.

Bob Nardini

<rnardini@YBP.com> 

Rumors from page 1

Was recently in **Amsterdam** for the **Fourth Fiesole Collection Development Retreat** inspired by **Mario, Michele** and **Barbara Casalini**. The Retreat, cosponsored by **Elsevier Science** and **Erasmus**, was incredible and a lot of the papers are loaded on the **Casalini Website** <http://digital.casalini.it/retreat/>. If y'all want more information about the **Fiesole Collection Development Retreats** write me at <strauchk@earthlink.net> or **Becky Lenzini** at <rlenzini@charlestonco.com>.

And speaking of **Erasmus**, I was excited to learn that the co-owner of **Erasmus**, **Sasha Brunsmann**, worked for **Richard Abel & Company** in its Amsterdam office back in the seventies. **Sasha** owns **Erasmus** along with **Kurt Tschenett**. **Erasmus** was established in 1934 in Amsterdam and has become one of the leading library suppliers in Europe. <http://erasmusbooks.nl/>. **Dora (Biblarz)**, <biblarz@asu.edu> this sounds like another interview possibility for your **Richard Abel** book!

And the wonderfully fabulous **Dirk Raes** <dirk@erasmusbooks.nl> has been appointed Assistant Director of **Erasmus**! Congratulations, **Dirk**!

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<<http://www.against-the-grain.com>>



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Rumors

from page 8

The wonderful and ever-reliable **Bent Andersen** has retired (effective July 31) after a combined 29 years of service with **YBP** and **Baker and Taylor**. I'm sure that **Bent** will be missed by all of us! He will be relocating from Virginia to California where he can be closer to his daughter and grandchildren (19 at last count! This leaves me speechless!). Congratulations, **Bent**, and be sure and pack your baby-sitter's manual!

The new **Sirsi-LSSI** partnership was announced at the **68th IFLA General Conference and Council**, which began August 18 in Glasgow, Scotland. The partnership will allow the provision of **Sirsi** libraries and their users with state-of-the-art virtual library reference services. **Sirsi** will integrate **LSSI's Virtual Reference Toolkit (VRT) 2.0** software with its **iBistro** and **iLink e-Library** solutions for library users and staff, providing the capabilities for one-on-one virtual reference sessions and access to related electronic content. www.lssi.com or www.sirsi.com. And read the interesting article/opinion piece in this issue by **Steve McKinzie** and **Jonathan D. Lauer**. It's called "Digital Reference: A New Library Paradigm or the Emperor's New Clothes." (p.34)

The always enthusiastic **Steve Sutton** has joined **YBP Library Services** as Regional Manager, Collection Development, effective August 19. **Steve** is well known to all of us for his work with academic libraries at **Blackwell's**, **netLibrary** and most recently, **Alibris**. Congratulations, **Steve**! And, **Steve** will be in Charleston in November!

And, the fab-fab-fabulous **Miriam Gilbert**

<MxGilbert2@aol.com> is now with **Dekker!** Here is her latest contact information: **Miriam Gilbert**, Site License Specialist, **Marcel Dekker, Inc.**, 3121 Seventh Street, Boulder, CO 80304, phone: (303) 818-7187.

And this is just out! **Bob Schatz** <everbob@yahoo.com> has been appointed Director of Sales and Marketing for the **Franklin Book Company** of Elkins Park, PA, a suburb of Philadelphia, effective September 1. "The most difficult decision of my professional career," says **Bob**, who had to depart from his beloved **Everetts**. But — **Colin Harrison** and **Bob** swear that they're both still friends and will remain so! Meanwhile, **Manny Deckter**, CEO of **Franklin Book**, and frequent **Charleston Conference** attendee (my kids still remember the peanut butter cups he gave them with great joy!), had this to say: "This is a great opportunity for us. **Bob** has earned tremendous respect in the library marketplace. His joining **FBC** will allow us to move ahead with plans to create a company that provides effective alternatives for libraries whose needs will never be met by the giant companies that dominate our industry." Congratulations **Bob**!

And speaking of **Franklin Book Company**, **Alison Roth** is leaving her position there to become **Northeast Regional Sales Manager** with **Swets Blackwell**, where she was before joining **Franklin**. **Alison** is still participating in the panel "Vendors: Does Size Matter?" (the panel was her idea, after all) and she certainly has both perspectives (large and small) and it will be great to have her expertise on this panel!

In mid-August, word came out that the **U.S. Department of Energy (DOE)** wants to discontinue **PubSCIENCE**. According to information

released by **DOE** — since its inception in 1999, **PubSCIENCE** has provided researchers and science-attentive citizens access to bibliographic records of peer-reviewed journal literature relating to **DOE**-supported work, addressing the need for a searchable gateway for the Department's Web patrons. Based on an extensive public/private sector collaboration, **PubSCIENCE** has covered journals of participating science publishers, including hyperlinks to the fulltext on publishers' servers. More recently, private sector information products have emerged that freely offer bibliographic records to Web patrons. Provider systems such as **Scirus** and **Infotrieve** have progressively increased the availability of freely searchable citations, and this trend is anticipated to continue. A recent comparison of the content between **PubSCIENCE** and **Scirus** and **Infotrieve** showed that 90% of the journal literature in the scope of **PubSCIENCE** was covered by these two products. Taken as a whole, they provide coverage of information for **DOE** Web patrons. As a result of these findings, **DOE** is proposing to discontinue **PubSCIENCE**. Comments on this proposed action will be collected using the comment form available on this Website for a 30-day comment period to end September 8, 2002. Comments received will be considered in the final decision process for the future of **PubSCIENCE**. <http://pubsci.osti.gov/notice.html>

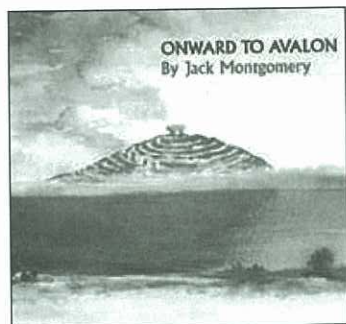
Mark Storm is now Director of Publisher Relations & Marketing (PRM) for **Swets Blackwell**. This global division is dedicated to strengthening their relationships with more than 65,000 publisher partners. In addition to his role as PRM Director, **Mr. Storm** will join **Swets Blackwell's Management Team**, based in its head office in the Netherlands. **Mr. Storm** comes from **CustomerSelekt**, a unit of **Elsevier Business Intelligence**, where he was General Manager. He has also held publisher and marketing positions at **Uitgeverij ten Hagen & Stam**, a **Wolters Kluwer** subsidiary, and **Sdu Uitgevers**. Former Publisher Relations & Marketing Director **Yvonne Campens** will return to **Swets Blackwell** later this year following her maternity leave, when she will take up the new position of Deputy Director for PRM. <http://www.swetsblackwell.com/pub-intro.htm>

The awesome **Heather Miller** <HMiller@uamail.albany.edu> spent two weeks this summer in Sweden & Norway with a bunch of academics. **Heather's** also trying to pull together a panel for the Conference on "Where Have All the Acquisitions Librarians Gone?" What has happened to acquisitions librarians? We need them, but they seem to be on the endangered species list. **Heather's** in the midst of polling people to see what might come together, so if you have anything to tell her and haven't yet, send her an email.

In that vein, the fabulous **Michael Young** (once of **SUNY-Albany**) has moved on to the **University of Connecticut** and **SUNY-Albany** has not yet replaced him, after one failed search. Congratulations to **Michael**, but condolences to **Heather**!

And I am sure y'all remember that **Michael** (above) very kindly agreed to compile the results from the **Charleston Conference** evaluations for 2001. This year we need someone else to help and **Heather** recently sent out a plea on

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myths are real." Peg Paulie on www.cdbaby.com

Rumors from page 10

Acqnet. If you want to help, please let Heather know! Thanks!

Well, after **Mel Gibson** and the **Patriot**, here we go again! A portion of the motion picture "**Cold Mountain**" will be filmed on the **College of Charleston** campus in the Cistern Yard and in Alumni Hall during September. The movie is adapted from the novel, **Cold Mountain**, by **Charles Frazier**, and stars **Jude Law** and **Nicole Kidman**.

SPARC Europe, the pan-European alliance of research libraries and institutions that promotes competition in scholarly journal publishing, and **LIBER (Ligue des Bibliothèques Européennes de Recherche)**, the principal association of the major research libraries of Europe www.kb.dk/liber have appointed **David Prosser** as **SPARC Europe's** first director. **SPARC Europe** has 39 members from ten countries and operates under the auspices of **LIBER**, and will be based in Oxford, U.K. **Dr. Prosser**, currently journals commissioning editor at **Oxford University Press** in Oxford, UK, will begin his tenure as **SPARC Europe** director in late October 2002. **SPARC Europe** will collaborate with the **SPARC** head office in Washington, DC, and will develop Europe-focused partnerships and initiatives under the direction of **Dr. Prosser** and a European managing board. **SPARC Europe** membership continues to grow, with current members coming from Belgium, Denmark, Finland, Germany,

Ireland, The Netherlands, Norway, Sweden, Turkey, and the U.K. **SPARC Europe's** organizational sponsors include the **Consortium of University Research Libraries (CURL)** in the UK; the **Joint Information Systems Committee (JISC)** in the UK; the **Society of College, National and University Libraries (SCONUL)** of the UK and Ireland; and the **SURF Foundation** (The Netherlands). Membership in **SPARC Europe** is open to national and academic libraries, library organizations and research institutions in the region. The **SPARC Europe** office in Oxford will open in late October 2002.

Speaking of **SPARC**, they have recently distributed a major white paper examining the strategic roles institutional repositories serve for colleges and universities—"The Case for Institutional Repositories: A SPARC Position Paper" by **Raym Crow**, **SPARC** Senior Consultant. Located at www.arl.org/sparc/IR/IR_Final_Release_102.pdf, apparently, the conclusions of this paper will be a starting point for **SPARC Europe's** work under **Dr. Prosser** (see above). The paper asserts that institutional repositories are a natural extension of an academic institution's role as a generator of primary research, and envisions such repositories as critical components in the evolving structure of scholarly communication. The white paper finds that the enabling technologies, standards, and protocols to support institutional repositories already exist; therefore, institutional repositories can be implemented immediately. <http://www.arl.org/sparc/>; **SPARC Europe** is located on the Web at <http://www.sparceurope.org/>.

According to the **ARL Statistics 2000-2001**: "For the first time since 1986, the median serial unit cost declined from a high of over \$300 to slightly less than \$280. It is not clear what might have caused the decline, but several factors may be contributing. One is the ways in which **ARL** data concerning electronic journals are reported. In informal conversations held with some **ARL** libraries, it seems that the inclusion of electronic serials in the counts of serial subscriptions purchased caused a slight increase in purchased serials—often, for a relatively small addition to the base subscription price, some publishers provide access to electronic resources for an additional 10 or 20% surcharge. Furthermore, the elimination of the print subscription may have resulted in discounted subscription fees for the electronic-only title; a library may have access to the electronic-only version of a journal for 80% (or some other fraction) of the print subscription price..." "**Monograph and Serial Costs in ARL Libraries, 1986-2001**" <http://www.arl.org/stats/arlstat/graphs/2001/2001t2.html>.

This is from **DealBook** (edited by **Andrew Ross Sorkin**)—Tuesday, September 3—<http://www.nytimes.com/dealbook?dlbk>—"A month after it dismissed its technology-minded chief executive, **Thomas Middelhoff**, the German media conglomerate **Bertelsmann** is harshly pruning his Internet ventures. **Bertelsmann** plans to shut down or sell **BOL.com**, its main online book-selling service, and has held exploratory talks with its chief rival, **Amazon.com**."

And, speaking of which—**Oops!!** Did any of y'all see the extensive **Wall Street Journal** front page article (in July 2002, I believe) on

Bertelsmann. It was a wonderful, worth-reading article that my husband threw away (can you believe it? of course I would have never done such a thing!) so I cannot give y'all the citation! And when I go to the library (imagine that!) I can't locate the article and the online version ... gulp ... costs money. Any help out there? Did anyone see the article and can you send me the citation?

How was your summer? The wizard **John Riley** <jdriley@attbi.com> says that Mass. and Maine had record heat all summer (106 degrees on the fourth of July!). Whew! It wasn't even that hot in Charleston!

John R McLaughlin sends word to his valued customers that he has left **Ambassador Book Service** and can be reached at <jnreid/john@erols.com>. He is looking forward to hearing from his friends.

Heard from the bam-zowie **Kim Hallett** (Sales and Marketing Director, **Waddesdon Manor**) <twmkhx@smtp.ntrust.org.uk> the other day. After working at **Blackwell's Information Services** before they joined forces with **Swets**, **Kim** is now working for an historic house in England called **Waddesdon Manor**, home to the **Rothschild Collection** of art treasures. **Kim** says they have many publications which would interest us, including **Waddesdon Manor—Heritage of a Rothschild House** which recently got a favorable review in **Library Journal**.

Have you seen **The Electronic Library**: issue on **Electronic Books for Teaching and Learning**—www.emeraldinsight.com/el.htm—(v.20, issue 4, August 2002). Guest Editor **Monica Landoni**. Papers in the special issue were selected from the track on "Electronic Books for Teaching and Learning" part of the **Seventeenth Annual ACM Symposium on Applied Computing, (SAC2002)**, sponsored by the **ACM Special Interest Group on Applied Computing** which was held in Madrid in March, 2002. Participants from eleven countries contributed papers.

Recently visited my long-time soul mate, **Betsy Williams** (Outreach Librarian, **Appalachian State University**) <willamsem@appstate.edu> (no, Willams is NOT a typo). **Betsy** used to be a Reference Librarian at the **College of Charleston** and I have been upset ever since she left for the mountains she loves and the luxurious **ASU** Library. Anyway, while we were in Boone, of course, we visited with the library staff including the wonderful **Mary Reichel** and, of course, **Eleanor Cook**! Or I should say that we *tried* to visit with **Eleanor**! She was not at the library the day we were there. Rather, she was playing "Shoe Goddess" for the local Humane Society rummage sale (in addition to being president of **NASIG**, I might add). She was sorting through shoes, handbags, and belts rather than books and journals. **Eleanor** reports that they made \$30,000 this year. Oh well, next time we'll try not to conflict with the shoes!

Jett McCann, **MLS** <mccannj@musc.edu>, joins the **Medical University of South Carolina's (MUSC) Department of Library Science and Informatics** as Assistant Director of Libraries for Resources Management. For the past seven years he served with **EBSCO Information Services**, where he has been an

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Rumors

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executive with the Publisher Services/ Publisher Relations Division. Among his accomplishments are the creation of an “**EBSCO Graduate School**” program teaching employees about library organization, structure, and needs and the creation of the **EBSCO Glossary**, a guide to company and library terminology for internal and external use. **Jett** has held faculty positions at the **Medical College of Georgia**, the **University of Maryland Baltimore County**, and **East Carolina University**. 843-792-8309.

More personnel changes at **MUSC** (above). **Laura Kreis Cousineau**, MLS, and **Doris J. Wisher**, MLS, MA are Reference Librarians within the Department of Public Services and Education.

Was so upset to learn from **Barry Baker** (Director of Libraries, **UCF**) that the wonderfully funny and always upbeat **Joseph Andrews** had died. The obituary is in this issue, p. 74. If you would like to send condolences to **Joseph's** sister, here is her contact information: **Ann Wilkins**, 181 Lenox Road, Apt. F-8, Brooklyn, NY 11226.



And more sad news to report. **Susan Feinglos** died Wednesday afternoon, July 31, 2002. **Susan**, who was Director of the **Duke University Medical Center Library** (my old stomping ground)

from 1991-1998 was an endearing person who was always ready to lend a helping hand. I worked with her back in the 1970s when I was

just out of Library School. **Susan** was born and raised in Quebec and had both Bachelor's and Master's degrees in Library Science from **McGill University**. Surviving her are her husband, **Dr. Mark Feinglos**, her children **Daniel** and **Rebecca**, and her parents, **Ralph** and **Beryl Goldman**. Memorials may be made to the **Duke Brain Tumor Center**, c/o **Henry S. Friedman, M.D.**, Box 3624, DUMC, Durham, 27710.

May both of our colleagues rest in peace.

Was recently perusing the Web and found this article in **D-Lib** magazine (June, 2002, v.8#6) <http://www.dlib.org/dlib/june02/bollen/06bollen.html> — “Evaluation of Digital Library Impact and User Communities by Analysis of Usage Patterns” by **Johan Bollen** (Com-

puter Science Department, **Old Dominion University**) <jbollen@cs.odu.edu> and **Rick Luce** (Research Library, **Los Alamos National Laboratory**) <rick.luce@lanl.gov> — **Bollen** and **Luce** maintain that a quantitative approach to digital library (DL) evaluation is needed “that analyzes the retrieval habits of users to assess the impact of a collection of documents and to determine the structure of a given DL user community.” Sort of related to this, the subject that keeps coming up repeatedly as we prepare for this **22nd Charleston Conference** is usage of electronic resources and the fact that many libraries do not have the budget to continue to receive their current basket of goods and still continue to obtain new materials. This will be an interesting session!

The steady and reliable (not to mention fun!) **John Laraway** (**Blackwell's Book Services**) <John.Laraway@Blackwell.com> was recently in Charleston (he is taking over the Southeast territory) and we were talking, among other things about **Lyman Newlin — Papa Lyman!** Did you know that **John** used to work for **Prentice Hall** and he first encountered **Papa** when **Papa** was buying books for **Richard Abel & Company?** I didn't. But **John** said that he was scared to death of **Lyman** and was excited when **Lyman** offered him a job at **RA&C**. The history that **Papa** has to tell us. Get crackin', **Papa!**

And **Ted Arnold** is no longer with **Blackwell's**. We will miss **Ted** and wish him well!

Speaking of **Blackwell's**. In August, I talked to the incredibly knowledgeable **Jack Walsdorf** (last at **Alibris** but he was at **Blackwell's** for a long time!) <jackjuno@teleport.com>. **Jack** sounds wonderful! He has retired and is man-

aging his brother's estate and having a great time in Portland, Oregon. He says he will continue to do his book shows! We hope to see him soon — maybe in Charleston? He insists on subscribing to *Against the Grain*!

And, a little bird told me that **Jordan Scepanski's** and **Lea Well's** daughter will be a freshman at the **College of Charleston** this fall. And I understand that **Jordan** and **Lee** went to the **United Arab Emirates** this summer.

Well, the **Conference Directors** for the **22nd Charleston Conference** have been really working! This year the fabulous **Ramune Kubilius** (Collection Development/ Special Projects Librarian, Galter Health Sciences Library, The Feinberg School of Medicine, **Northwestern University**) <r-kubilius@northwestern.edu> sent out word over the **MLA listserv**. We have several great people speaking this year including **Scott Plutchak**, Director of the Lister Hill Library, **Univ of Alabama**, and the husband of **Lynne Fortney**, Director of the Biomedical Division, **EBSCO Information Services** (formerly a librarian at **UAB**). And thanks to **Sarah Gable** (Associate Director/Head of Public Services, School of Medicine Library, **University of South Carolina**) <sarah@med.sc.edu> who reposted the information about the conference on the **South Carolina/MLA Website** as well!

This topic is particularly relevant due to the recent downturn in the economy and its impact on state university budgets. And it seems that the manner in which the necessary cancellation projects for serials were conducted varied widely. The astute **Arlene Hanerfeld** (Associate University Librarian for Technical & Collection Services, Randall Library, **UNC Wilmington**) <hanerfelda@uncw.edu> is putting together a panel of three librarians from **UNC System Libraries** who will discuss their recent serial cancellation projects during the **Charleston Conference** in November. Besides **Arlene**, the panel will include **Nancy Newsome** of **Western Carolina University**, and **Stephanie DuBose**, **East Carolina University**. Each presenter will provide information on the criteria and methods used to reach cancellation decisions. I know that travel budgets as well as materials budgets have been impacted this year. I am just keeping my fingers crossed that all of you will be able to come to Charleston. **Arlene** says she is dealing with the budget crisis by taking long walks on the beach!


The medical library people are exploring **PDA technology** big time. Have you visited http://www3.interscience.wiley.com/mobile_edition/, the **Wiley MobileEdition Service Website**? The cut line is “Bringing journals to your palmtop.” This platform delivers “must-have” journal information (browseable journals' Table of Contents and abstracts) directly to users' wireless handheld devices and WAP enabled phones. **Eileen Dolan** (Vice President, **Wiley InterScience, John Wiley & Sons Inc.**) says, “Health professionals have been particularly receptive to content delivery via palm-top technology, as it complements their work patterns, which can often be fragmented with most of their time spent away from their desks. ... It was within minutes of the service actually going live and before it was officially announced, that we had our first user — a medical student

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<<http://www.against-the-grain.com>>

of developing a new budget model for our collections. In the past, the reference budget included many subject resources: indexes and abstracts, specialized dictionaries; statistical sources. We are trying to move those subject resources out of the reference budget and into their appropriate subject area, to get a better handle on how well we are supporting those disciplines. Certainly, if one looked at indexing and abstracting sources, I would estimate more than 85% are now online only. More general reference sources online would be a much smaller percentage of the budget."

Linda Keiter and Margaret Landesman, University of Utah: "We are now spending substantially more on electronic than on print reference sources. Because the electronic materials are funded on different accounts and reported in different categories, we don't have very accurate comparisons with print expenditures. But we would note that our library is paying more for just **FirstSearch** and **Academic Universe** than we are spending for print reference titles.

"Can we afford to purchase both? This isn't a new dilemma. Research libraries have always resisted buying the same information in more than one format. And we've always done it too. The old maxim of never buy more than one copy or more than one format maximized the number of titles available to users. If it's really expensive to buy both, we would push ourselves to make some kind of decision. But if the price is affordable, and we believe that we have users who want the print and also users who want the electronic, then we probably would buy both. What we can't afford to do is to buy everything we bought in print both in print and electronically. What we can't afford to do is to buy things people don't use." 

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in Korea — sign up. Today there are thousands of users in more than 50 countries, across a diverse range of markets." Remember the article — "The Development of the First PDA Library Portal for Academic Libraries" (see *ATG*, June, 2002 p. 65) by **Michael Binder** (Dean of Libraries, **Western Kentucky University**) discussed **AvantGo** software. Apparently the same free software is used with **MobileEditions**. <http://www.wiley.com/>.

And speaking of articles in *Against the Grain*, did you read the one by **Niko Pfund** — "Technology and Change in the Library Marketplace," November 2001 (v.13#5, pp.22, 24). Anyway, **Niko** has another very incisive article in the June 18, 2002, *Chronicle of Higher Education*, "University Presses Aren't Endangered..." **Peter Givler** from the **American Association of University Presses** will speak in **Charleston** (thanks to **Lyman Newlin**)

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Aggregation, Integration and the Library Without Walls?

by **Adam Hodgkin** (xrefer) www.xreferplus.com

Content aggregators are playing an increasingly prominent role in delivering electronic subscription resources to libraries. It is timely to consider some of the advantages that can be conferred by aggregation but also some of the potential limits in the aggregator role.

The typical aggregation service will collect together in one on-line electronic resource copyrights licensed from a variety of publishers or authors. But aggregators do more than collect content from a variety of sources; these resources will be delivered to end-users through a common interface, they will usually be supported by a single search service and they will be part of a single delivery mechanism. There is a surprising degree of variety in the commercial terms offered in different areas, but increasingly aggregators are moving towards forms of subscription publishing. I work for **xrefer** which is an aggregator of "reference resources" so I will tend to draw examples from this field; but aggregators are operating in a number of different areas of the market: news stories, financial data, eBooks, eJournals etc. There are plenty of areas in which content from disparate sources needs to be aggregated if it is to be well used on the Web.

From the librarians' or the end users' point of view, I would suggest that there are three main advantages in having an aggregator deliver content resources into the library:

- All the resources are presented through a common user interface and style of presentation (this might be as simple as putting all the documents into **Adobe Acrobat** format).
- The resources share a common location (which for the end user means finding a large variety of similar resources within one service).
- The resources are offered through a common license, subscription package and support function.

The first point is hugely important and is directly driven by the importance of Web standards. Any successful Web aggregation service has to be true to the proven success of established Web services (**Yahoo**, **Google** etc). This provides a very important benefit for Web users. Think back to CD-ROM and the first generation of "pre-web" online services. The first and second generation of electronic publishing (on-line from a proprietary dialup system and CD-ROM) gave the information providers latitude to invent their own interface for each electronic publication. This predictably led to a confusion of incompat-

ible systems, interfaces, commands and functions. Whatever the merits or demerits of any particular solution or interface, the end-user was in the awkward position of having to learn and "forget" scores of different and incompatible approaches. The enormous pressure of Web standards has helped to stop rival software producers from re-inventing the wheel with each new publication. The Web has encouraged aggregators and it has encouraged them to keep it simple and to limit innovation.

There is however an important role for aggregators who can find ways of adding value without adding needless complication. For example: the Web services which five years ago began to aggregate financial information services soon realised that there was great added value for users in providing automatic and customisable graphing features. At **xrefer** we saw that a consistent model for aggregating reference works would allow us to create an additional type of metadata, xreferences, which provides linkage between reference works created by different compilers. A user who consults **xrefer's** services (e.g., **xreferplus**) is able to browse between the different titles using additional meta-references which are generated by **xrefer's** software and database system. For the user this means that browsing a collection of reference works can be an experience in which intimate connections between entries in different books are revealed.

The very scale and global nature of the Web has encouraged aggregators to focus their efforts within specific domains and to aggregate content sources which might otherwise be thought of as competitive. Thus one sees on the Web a tendency for content of a similar type to cluster within a service rather than being distributed between services. One might call this the "Chinatown" phenomenon. Just as Chinese restaurants frequently cluster within the same street, so content aggregators tend to offer groupings of content, which are both competing and complementary (one aggregator concentrates on newspapers, another on scientific journals, and a third on reference material). I suspect that the reason for this is just the same as the reason that Chinese restaurants tend to cluster together. It is easier for the market to find a good meal if there are several restaurants in close proximity. It is easier for the user to find appropriate content if the competing resources can be expected to be in the same general "location." This is of course a point in which aggregators tend to think very dif-

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the final analysis, virtual reference is only limitedly effective. For all of the hype about reaching out in extraordinary ways and in unusual times, virtual reference fails our users. It doesn't meet their information needs efficiently, and it doesn't deepen their research capacities.

To be sure, the service allows librarians to pander to our readers' addiction to the new world of 24/7. We can connect with them to a degree at their convenience and on their terms, but the seeming advantages fail to outweigh the service's genuine shortcomings. Virtual reference doesn't give us, as public service librarians, the kind of in-depth contacts with our users that will enable us to build relationships or develop our reader's searching capabilities.

In traditional reference service, librarians offer assistance that is face-to-face, locally based, and decidedly human. Let's be frank. In-person, genuine real time reference involves moral and emotional elements that are virtually impossible through disembodied online interaction. Consider just one aspect of those moral and emotional elements: the well-recognized educative functions of reference service. Whether we are practitioners at a small liberal arts college or librarians at a large public library, our role is the same. We are cultivators as much as disseminators of knowledge. We model habits of information trolling, gathering, selection, and dissemination. This modeling is almost impossible to develop over fiber optics.⁶

Moreover, any reference librarian can attest to the relationships that develop over time with students or readers who come back repeatedly to the librarian/mentor who first provided the service and inspiration to tough out a difficult research assignment. These rela-


tionships require contact face-to-face over time in a given place.

This is why fiber optic reference as a complete service has serious limitations. The Internet (for all of its advantages and wonders) is only minimally interactive. Anyone who has been part of a chat-room, a listserv discussion, or an instant messenger conversation knows the limitations of these relative even to a telephone conversation.

Online interaction can be ultimately dehumanizing and disembodied in ways that even the telephone is not. It may be too much to say that digital reference service is always decontextualizing, dehumanizing, or necessarily fleeting, but certainly this is often the case.

Yes, librarians should be exploring the potentials of digital reference. We should be open to anything that enhances user services and enables us to serve our readers better. Digital or virtual reference should be part of the librarian wardrobe. We should be clear about that. We certainly need to be open to change. Nevertheless, we should keep our heads and shun the high-flown rhetoric. The seeming advantages of virtual reference as a full-service approach to reference fail to counterweigh its deficiencies. The emperor would have been better off avoiding the tailor's rhetoric as well as the tailor's new clothes. The emperor's less flashy and more substantive wardrobe had served him well enough.

Public service librarians, we argue, face a situation similar to that of the emperor. We have a substantive, non-virtual wardrobe of powerful and effective reference apparel. There is certainly no need to re-vamp our approach to collection development or begin to weed our print resources that may prove less accessible to our potential virtual users. Despite the revolutionary rhetoric to the contrary — revolu-

tionary rhetoric that seems to emerge in decade-like cycles in library circles — virtual reference can only serve as a complement to the regular clothes of library public service. Virtual online service modules and electronic resources can never equal the potency and effectiveness of on-site, in-house, in-place, and wholly-interactive traditional reference practice and time-honored paradigms of reference collection development. 

Endnotes

1. Joseph Janes, David S. Carter, and Patricia Memmott, "Digital Reference Services in Academic Libraries," *Reference and User Services Quarterly*, v. 39, no. 2 (Winter 1999), p. 145.
2. R. David Lankes, John W. Collins III, and Abby S. Kasowitz, *Digital Reference Service in the New Millennium*. New York: Neal-Schuman, 2001. p. 11. See further Carol Goodson, *Providing Library Services for Distance Education Students*, New York: Neal-Schuman, 2001, pp 3-6.
3. Jo Kibbee, David Ward, and Wei Ma, "Virtual Service, Real Data: Results of a Pilot Study," *Reference Services Review*, v. 30, no. 1 (2002), p. 33.
4. Linda Eichler and Michael Halperin, "LivePerson: keeping reference alive and clicking: Chat technology for reference services at Lippincott Library," *EContent* v. 23 no3 (June/July 2000) p. 63-6.
5. Jo Kibbee, David Ward, and Wei Ma, "Virtual Service, Real Data: Results of a Pilot Study," *Reference Services Review*, v. 30, no. 1 (2002), p. 35.
6. We acknowledge our indebtedness in this section to the trenchant case made by Diekema and Caddell in their recent article regarding the limitations of virtual education. See Diekema, David and David Caddell, "The Significance of Place: Sociological Reflections on Distance Learning and Christian Higher Education," *Christian Scholar's Review* XXXI: 2 : 169-184.

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about the place of university presses in our current marketplace.

When I got this email just now I couldn't help myself. My time is so spent with **serials/journals/continuations** and the special headaches they engender, that sometimes a good ole **book** is just what the doctor ordered. And this one is from one of my favorite people/publishing companies, **Lynne Rienner Publishers!** — Is **Hilary** Headed forward to the **White House**? Madam President? The question is not if, but rather when the United States will elect a female president. With insightful analysis—enhanced by telling profiles of **Shirley Chisholm**, **Elizabeth Dole**, **Geraldine Ferraro**, and **Pat Schroeder** — *Anticipating Madam President*, March 2003, ca. 270 pages, ISBN: 1-58826-137-9 / cloth \$55, ISBN: 1-58826-113-1 / pb \$19.95 <lrienerpub@hotmail.com>.


Heard from the affable **Jim Gerard** <jgerard@ashgate.com> (**Brookfield Marketing, Inc.**, Suite 703, 131 Main Street, Burlington, Ver-

mont 05401) who has retired from the Presidency of **Ashgate** (Y'all remember that **Barbara Church** took over a couple of years ago) and started a consulting business helping publishers (mostly European and small North American) market their books in the USA and Canada via direct mail, electronic booksellers, book review sources, mailing list acquisition, special sales, direct sales calls to librarians, advance book information, space advertising, listing books with major jobbers, BIP etc., etc. **Jim** says that the **Charleston Conference** is an important adjunct to this work and is good fun as well. Anyway, **Jim** says he is looking forward to coming to the **Conference** this year!

There has been a lot of discussion on **liblicense** and other listservs about **Sage Publications'** decision not to renew its database licensing contracts with **ProQuest** and **EBSCO** when they expire at the end of 2002. Apparently, **Sage** has for several years been concerned about the impact of database aggregations on their subscription business, and recent research confirmed that **Sage** should plan now to discontinue participating in these aggregations. Because of this long held concern, the **Sage** agreements with **ProQuest** and **EBSCO**

have for several years been one-year, renewable contracts. The **liblicense** archives <http://www.library.yale.edu/~llicense/ListArchives/0207/msg00099.html> is a good source for this. Also, upcoming in *The Charleston Advisor* (v.4#2) is an interview with the fabulous **Blaise Simqu** about the ramifications of this decision for libraries.

Please send in your nominations for the **ALCTS Acquisitions Section Leadership In Library Acquisitions Award**. This award of \$1,500, donated by **Harrassowitz**, is given to recognize the contributions by and outstanding leadership of an individual to the field of acquisitions librarianship. This recognition is made for individual achievement of a high order in this area. For nomination information, contact **Nancy Gibbs**, Chair, **Leadership in Library Acquisitions Award Committee**, Box 90187, Perkins Library, **Duke University**, Durham, NC 27708-0187. Phone: 919/660-5894; fax: 919/684-2978; email: <nancy.gibbs@duke.edu>. <http://www.ala.org/alcts/awards/leadership.html>.

That's all we have room for this time. See y'all in November! 

<<http://www.against-the-grain.com>>